

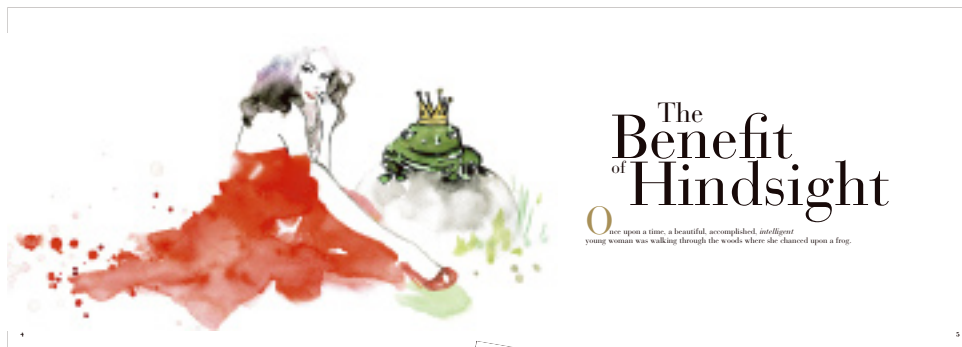

**THIS LITTLE PIGGY
 GOT DIVORCED**


Price: £12.95
 ISBN: 978-0-9544964-8-7
 Release date: September 2009
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“It may be wrong to marry for money but it is very foolish to divorce without it.” Amy Poon

**FROM THE BESTSELLING AUTHOR OF
 THIS LITTLE PIGGY WENT TO PRADA**

Spy Publishing presents a wry, politically incorrect, sometimes shocking but ultimately sympathetic handbook on divorce. Beautiful illustrations with witty, pithy and humorous commentary all wrapped up in a luxurious, linen-bound cover. With the ever-growing list of glorious and glamorous divorcees, *This Little Piggy Got Divorced* is poised to become an icon of the zeitgeist.

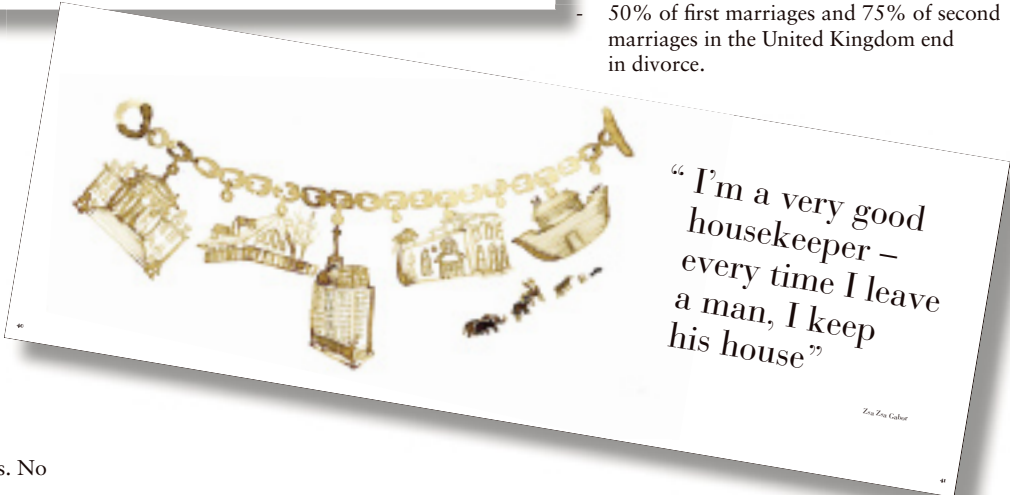


TARGET AUDIENCE

- The designer-nappy-bag generation, who finally realised that having a child wasn't the answer to their problems
- Empty-nesters who have realised that the presence of their children masked all their problems
- Anybody in between who has ever asked for a divorce lawyer's number – for a friend, of course!
- Bitter friends of Smug-Marrieds!
- 50% of first marriages and 75% of second marriages in the United Kingdom end in divorce.

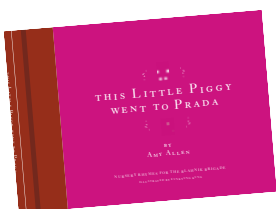
WHY IT'S THE PERFECT GIFT

This Little Piggy Got Divorced says what everyone wants to say but feels they can't. Speaking to a predominately female audience, it takes a chronological approach to the process of divorce – both physical and emotional – with sometimes dark and always witty anecdotes and illustrations. Ultimately a celebration of survival, it's a life-giving breath of fresh air and hope in difficult times.



THIS LITTLE PIGGY WENT TO PRADA
 Piggy's first outing...

'Utterly materialistic and frivolous. Fabulous. No Yummy Mummy should be without it.'
 Karen Krizanovich, *journalist and broadcaster.*



'The must-have accessory for the Birkin-toting and Blahnik-wearing Yummy Mummy.'

Harper's Bazaar

'Selling more than 6,000 copies in just 4 weeks it is surely just a matter of time before retailers give the title a second look.'

Bookseller, Book of the Week

This Little Piggy Went To Prada
 ISBN 978-0-9544964-3-2

ABOUT THE AUTHOR

Glamorous businesswoman, successful entrepreneur, bestselling author, mother and divorcee, Amy Allen Poon shakes off the doom, gloom and shame traditionally associated with the increasing reality of divorce and dares to go where no book, talk show or politician has gone before.

PIGGY PR

An extensive six-month PR and marketing campaign throughout the UK will target editorial across the up-market style press, including Vogue, Tatler, Harper's, Elle, Sunday Times Style and more...



The one thing you must absolutely show off with pride at your Divorce Party is your Unengagement Ring. Your Unengagement Ring should be everything you wanted your engagement ring to be but wasn't. It should be worn on this finger:



Future husbands and everything in between



I don't think divorce makes you a man-hater. If anything, a good number of divorcees start wondering relatively quickly where and how they are going to meet if not their next husband then at least a man worth a dalliance.

It's all well and good believing in that trite chain email philosophy, "Work as if you don't need the money, dance as if no one is watching and love as if you've never been hurt," but the fact of the matter is you have been hurt – and therefore you can't just exit a divorce and throw yourself at high speed with wild abandon into the intoxicating, tempestuous, emotionally wrought and fraught whirlwind of love.

Where indeed does one meet Mr. Right-for-a-drink, Mr. Right-for-dinner, Mr. Right-for-a-bedroom-workout or just Mr. Right Now?

Friends will tell you to get "OUT THERE," but WHERE THE HELL IS "THERE," where the fun, loving, caring, considerate, intelligent, available men abound??

"THERE," I found, is a head space, a mental state of truly feeling awesome and attractive and when you feel awesome and attractive, you feel safe and safe enough to be a little open – not laid bare but just a little open – and things begin to happen.

Younger men are worshipful, have energy and virility and accept without question the authority of an older woman. They are playful and sweet, sometimes willful and petulant and they are fun. I would probably get

a Labrador puppy instead – dogs understand when you tell them their friends can't come inside.

Playboys know how to charm, to wine, to dine, to send flowers and good lingerie but the relationship can be much like the lingerie – exquisitely crafted, expensive, feels good on your skin but is limited in its uses.

Divorcing men – *honestly: do you want to hang out with someone who is going through what your ex-husband just went through? That much déjà-vu can't be good for anyone and you'll want to dispense advice and we know how much men hate listening to advice.*

Married men should just be avoided. You had one, remember, and he was all yours and you didn't want him. *Why on earth would you want someone else's?*

Ways to get by if you didn't "do an Abramovich"

The Divorce Registry

Once you have been through the house with "His" and "Hers" Post-It notes and you have finally divided and conquered – or been conquered, you often find you are missing the most banal and have acquired the most extraordinary things. This is no time for reticence or modesty. Under the circumstances, it is totally acceptable to alert your friends of your financial misfortune, particularly those who came to your wedding and did not buy you a wedding gift. Avail yourself of their guilt, generosity, love and support – in whichever way you desire them to manifest it. You can always e-bay the extraordinary items.

* According to media reports, Irina Abramovich's divorce settlement is guesstimated at £1.5 billion.

